

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Outdoor Venture Corporation

Kentucky Manufacturing Assistance Center

Outdoor Venture Corp. Expands Markets With A Quality Guarantee

Client Profile:

Outdoor Venture Corporation, founded in 1972, is a private, single-location manufacturer. Operating in a 150,000 square-foot plant in Stearns, Kentucky, its 130 employees produce a variety of canvas products, including military tent liners and covers.

Situation:

As a company focused almost exclusively on canvas military shelters, Outdoor Venture is dealing with an increasingly complex product in a highly competitive--but relatively flat--market. To stay ahead of the competition, the company is always looking for ways to shine within current and new markets. While evaluating how best to maintain and/or improve its competitive position, Outdoor Venture focused on upgrading the company's quality control program. Outdoor Venture contracted with Kentucky Manufacturing Assistance Center (KMAC), a NIST MEP network affiliate, to help achieve the competitive objectives.

Solution:

KMAC worked with Outdoor Venture to implement the multiple processes and procedures necessary to meet the globally accepted ISO 9000:2000 standards. These steps included a combination of mentoring, coaching, advising, and training employees at varying levels, including management. By adopting and implementing the ISO 9000:2000 approaches, Outdoor Venture was able to standardize its processes and procedures, resulting in improvements to production processes and quality control. In addition, adopting these standards will better position Outdoor Venture to expand its customer base and its market reach.

Results:

- Improved competitive position.
- Reduced lead time.
- Increased throughput.
- Improved profit margin.
- Reduced defect rate.
- Increased sales by 20 percent.
- Reduced work-in-process inventory.

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Saved 10 percent in costs.

Improved employee skills and reduced employee turnover.

Retained 20 jobs and created 25 jobs.

Improved business or strategic planning by gaining an understanding of actual costs and customers.

Testimonial:

" The process we've been through has positioned us to be ISO 9000 certified, but more importantly, has enabled us to be more competitive on both our current and future projects. The Kentucky Manufacturing Assistance Center has proven to be a viable and important resource for my company."

J. C. Egnew, President